

A VALUES DRIVEN...

- Thought Leader
- Digital Marketing Strategist
- Catalytic Leadership Trainer
- Organization Transformation Coach
- Social Entrepreneur
- Agile Educator, Professor
- Author





https://www.techjuice.pk/digital-transformation-workshop-brainchild-communications/

PREPARES
LEADERS TO
BECOME
"CATALYZERS"

PREPARES FOR TRANSFORMATIVE MOMENT...

Singularity...

"When civilization changes so much that its rules and technologies are incomprehensible to previous generations. Think of it as a point-of-no-return in history."

INTEGRATES VALUES

TEST- currency of organization

- Trust
- Empathy
- Sustainability
- Transparency

LIVES CATALYTIC MINDSET

Think Quantum 2

Think Connected

3

Think Exponential

4

Think Data "WORLD CLASS DIGITAL TRANSFORMER"

KEYNOTE

"It opened my eyes with regard to our traditional thoughts on linear growth, versus exponential growth. It really was a cautionary reminder, that even with our best efforts we are typically working with this old fashioned mindset."



Philip Jones, General Manager, Mövenpick Hotel, Dubai

INTERGATES NETWORK THINKING

Augment	Augment ongoing global economic revolution
Transition	Transition from traditional siloed business to integrated organization
Manage	Manage hyper-connectivity using digital/social platforms
Incorporate	Incorporate data to drive decision making
Access	Access unprecedented opportunities to drive social impact

TRANSFORMS MODELS

Think Catalytic

Leverage Digital

Fueling Sustainability



DIGITAL MARKETING STRATEGIST

IMPACT BUSINESS & MARKETING BEST PRACTICES

- Active Consultant: Purposeful Branding, Digital Marketing, Organizational Transformation, Design Thinking, Leadership, Entrepreneurship
- Verticals (food, media, automotive) in MENA, Europe and North America
- Transformative Business Models
- Case studies
- Founder- Digital Media Marketing (LinkedIn Group -4000+ members)

"40% of consumers don't think brands are doing enough to demonstrate their beliefs in helping the world."

FUELS PURPOSEFUL BRANDING

- Drive engagement
- Be consistent ...gain trust
- Integrate purpose with brand
- Scale action

Digital Maturity Phases

- 1. Digital Mindset Adoption
- 2. Social Media Marketing
- 3. Digital Marketing: Integration
- 4. Transformative Marketing: Sharing
- 5. Advocacy Marketing
- 6. Digital Transformation
- 7. Digital Integrated Organization

GUIDES
EXECUTIVE
TEAMS
THROUGH
PHASES OF
DIGITAL
MATURITY

INTEGRATE INTERNATIONAL EXPERIENCE

- Lectured on 5 continents- cross cultural experiences
- Vast Global Network (Europe, Middle East, GCC, Russia, Asia)
- China (Kotler Marketing Group)
- Gulf Countries (Mad Talks Dubai)

DIGITAL MARKETING AND TRANSFORMATION

CONSULTATION

"By customizing the training to my industry (automotive), you gave the presentation more credibility to our senior leadership and managers. They came confused, maybe scared; they left with an understanding that we have challenges but have the leadership necessary to find solutions. They saw real digital applications for our industry and walked away with a lot more confidence. With the coaching and support of Entwine Digital, we can digitally transform our company. It is a must if we are going to succeed in our industry."



Amin Kadrie Chairman Skelmore Group, Canada, UAE

CATALYTIC LEADERSHIP TRAINER

IMPACT CORPORATE EXECUTIVES & LEADERSHIP

- Co-founder, Institute for Transformative Leadership
- Designer-Lead, Transformative Leadership
 Lab
- Co-Project Director, ELITE- with Professor Velimir Srića, University of Zagreb and European Academy of Sciences and Arts



VALUE PROPOSITION

Prepare executives and rising managers to be "Catalyzers"...

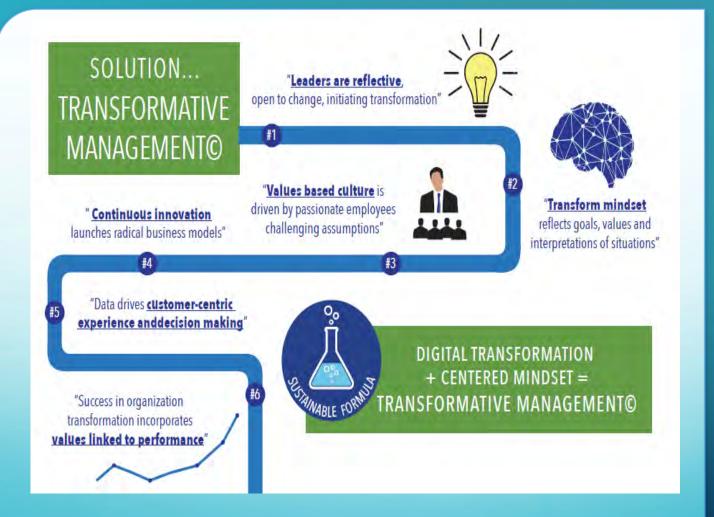
integrate values and best practices (digital marketing, design thinking, strategic insights) to transform and scale organizations and generate social impact.



CATALYTIC LEADERS LAB

Roadmap to Success in the Network Economy

- Thinking Catalytic
- Cultivating Mindset Transformation
- Fueling your Purpose
- Leveraging Design Insights
- Re-imagining Business Models
- Structuring for Change
- Scaling Customer Experience



TRANSFORMATIVE MANAGEMENT CERTIFICATE

WORLD CLASS LEADERS BOOTCAMP

- Integrate capacities- across all media; between generations & functions
- Sustain business model –incorporate values into a new culture that mobilizes consumers, empowers employees and prospers community
- Drive customer advocacy -passionately riveted on customer experience
- Scale brand power conversations and optimize network connectivity
- Grow competitive position -- hunger for ongoing learning and innovation
- Operationalize real-time decision making -leverage data for all touchpoints
- Deliver efficiency- flatten structure to encourage collaboration

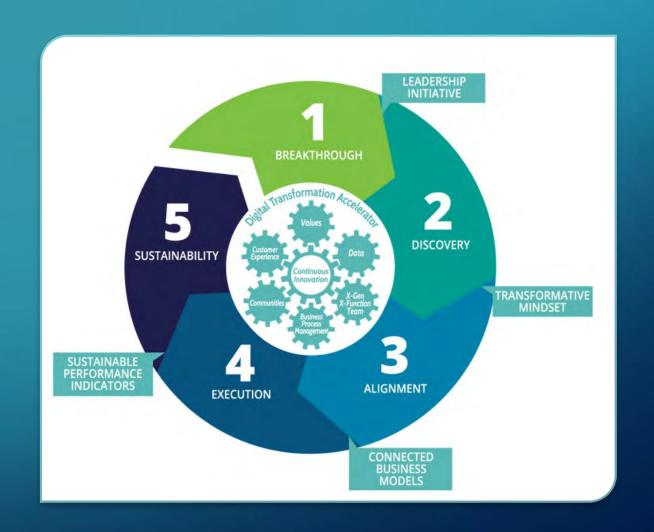
ORGANIZATION TRANSFORMATION COACH

PURPOSEFUL DISRUPTION

TO BEGIN

- Mindset Change
- Strategic Insights
- Purposeful Design Thinking
- Strategic Disruption Bootcamp
- Transformative Business Model

NAVIGATES
TRANSFORMATION
FROM OLDCo to NEWCo



Integrated Digital Transformation

INDIVIDUAL External Internal Self-Reflection Catalytic Mindset 0 Internal Values Clarification **Ongoing Monitoring** Strategic G **Empathy** A N Catalytic Leadership **Digital Transformation** External **Change Strategies New Business Models Organizational Culture Customer Experience** Organizational Structure Purpose **Digital Strategies** O Sustainable Social Impact Value

TRANSFORMATIVE MODEL...

Digital culture and expectations Emerging technologies Catalytic Mindset INTEGRATES CHANGES

CATALYTIC LEADERS LAB

"The Lab was eye-opening. My company is a transactional environment but what am I doing to drive change? It made me reflect on our current projects and our ability to deliver on them. Am I doing enough to raise the issues and cultivate action?"



Ashley Campbell, Cyber Security Administrator, BWX Technologies

SOCIAL ENTREPRENEUR

CATALYZES ENTREPRENEURSHIP



Generating a global network of valuesdriven, entrepreneurial leaders to shift the world toward sustainable economies.

INNOVATE SOCIAL IMPACT VENTURES

Trainer, entrepreneurs in 5 countries

Coach, profit and nonprofit "venturers" generate social impact and regional stability

AGILE EDUCATOR, PROFESSOR

KELLOGG GRADUATE SCHOOL OF MANAGEMENT

45 yr relationship-Professor Kotler

- Advisor: PhD, MA
- 1st PhD Thesis: Social Marketing
- Co-Author
- Mentor
- Keynote Speaker, World Marketing Summit



DELIVERS
VALUE:
BUSINESS
EDUCATION

Inspire	Inspire through teaching excellence
Provide	Provide innovative venues to experience business concepts
Integrate	Integrate international experience
Impact	Impact corporate executives and leadership
Innovate	Innovate social entrepreneurship

TEACHING PHILOSOPHY

Participants first

- Open communication
- Responsive, flexible to change

Engaging dialogue

- Dialogue foreground, background
- Community learning environment
- Visual ...Interactive

Integrative thinking

- Self reflective
- Values-driven
- Break down silos
- Across disciplines/functional areas

Course innovation

• Lifelong learning

Practical relevance

- Translate concepts into action
- Experience power of digital, community

Consultant mindset

- Target and troubleshoot gaps in the market
- Incorporate best practices

Job preparation

- Clarify purpose
- Apply personal branding concepts
- Demand business standards
- Experience business environment
- Support internships

INSPIRE THROUGH TEACHING EXCELLENCE

TEACHING INNOVATIONS

- Innovative teaching methodologies
- Active learning
 - Flipped class
 - Collaborative exercises
 - Integrate social platforms
 - Proprietary methodologies
- New courses
 - Digital Marketing
 - Entrepreneurship in the Digital Age
 - Marketing Management in the Network Economy
 - Transformative Leadership Lab



CHALLENGES CONVENTIONAL THINKING

Strategic Digital Marketing (Chinese) (2017)

Transformative Marketing (2018)

<u>Strategic Harmony... Solutions to the Shattered</u>

World (2018)

www.ThinkCatalytic.com

CONTRIBUTES SCHOLARLY RESEARCH

- Scholarly books
 - Digital Marketing: Integrating Strategy and Tactics with Values, 2nd edition (2018)
 - Creating Social Change (1976)
- Non-peer reviewed journals
 - Mind Your Marketing ("Digital Distribution: New Framework for the Digital Age")
 - <u>The European Financial Review</u> ("Digital Transformation: Leveraging Digital Technology with Core Values to Achieve Sustainable Business Goals")



SHIFTING MINDSETS

Humanity @ the Al Abyss

"Reimagining Entrepreneurship"

"From a Leader to Catalyzer"

"Path to Digitally Integrated Company

"World Class Digital Marketing"

"From Executive to Digital Leader: The Only Choice"

"Digital or Death? Necessity for Business Education"

Blog: http://www.entwinedigital.com/shiftingmindsets/

SO THIS IS IRA KAUFMAN

Passionate, Grateful and Inspired Catalyzer striving to propel sustainable impact

